

# DRAFT

## NEWS FROM THE MONTANA DEPARTMENT OF PUBLIC HEALTH AND HUMAN SERVICES

For immediate release

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### WIC Rolls Out New Food Package with Help from Sesame Street

According to the Department of Public Health and Human Services (DPHHS), the state's Special Supplemental Nutrition Program for Women, Infants and Children (WIC) will be rolling out its new food package this fall.

To help spotlight the new options available, WIC staff will be distributing to participants a new multimedia packet featuring Sesame Street characters.

The new food package offers the following highlights:

- **Foods with a lower fat content.** The milk options will include 1 percent or skim milk for children two years and older and for women. Low fat cheese and soy beverage are available as an option.
- **Foods that feature an increase in fiber content.** WIC will now provide whole grain cereals, whole grain breads, canned or dried beans and more.
- **Fruits and vegetables.** For the first time, fruits and vegetables will now be offered.

The Sesame Street's 'Healthy Habits for Life: Get Healthy Now' kit features 'The Get Healthy Now Show' that consists of a DVD and storybook starring Sesame Street characters Elmo, Telly and Rosita.

"The storybook is really geared to helping children get moving, get motivated and really engage in the idea that eating well and being active are fun," said [INSERT LOCAL WIC CONTACT]. "And there's also information for parents and caregivers that include hands-on activities for every day and on the go."

The 'Healthy Habits for Life' booklet includes quick and easy activities, read-along poems and cut-out recipe cards.

The WIC program is funded by the USDA and has about a \$1 million a month food budget.